PROJECT NUMBER: 5001
PROJECT TITLE: Packaging Studies
PROJECT LEADER: H. R. Dunaway
PERIOD COVERED: July, 1987

PACKAGING STUDIES

A. **Objective**: Assist New Products Directorate in evaluating new packaging concepts and products, and provide technical packaging support to Manufacturing, Manufacturing Services, Engineering, Purchasing, and Quality Assurance.

B. **Status/Plans**:

1. **Project Fresh**: The Ad/Pack aging study has been completed, and confirms earlier test findings that the proposed packaging configuration improves moisture retention over conventional packaging. Since the Ad/Pack test was postponed, this study will be repeated when quality problems have been resolved and product is remade.

2. **Project Fox**: Boxes made of Philips BMN-55500 high density polyethylene with green pigment were jarred with cigarettes, aged, and the cigarettes subjectively evaluated. These cigarettes were found to be comparable in taste and odor to the controls jarred with a standard white SBS FTB. This material, however, does not provide the lid hinge with acceptable strength.

   Samples made of a polyethylene/polypropylene mixture, for added strength, were received and testing is in progress.

3. **B&H Graphics Change**: A group of 4 SP labels and 2 FT boxes, scheduled for packing this month, were sampled upon arrival at our warehouse for GC/Headspace and subjective smoking analyses. Although residual solvent content was marginally high in some of the samples, subjective smoking results were favorable in all cases.

4. **Polyester Tear Tape**: Two gauges of clear polyester tear tape from Kable Tapes, Ltd. were compared to standard gold polypropylene tear tape on Cambridge Lts. 100 SP. Samples were placed under Lab, Jungle, Desert, and Cold conditions for a period of six weeks and evaluated for function and appearance. Each of the samples functioned properly under all conditions tested, but although none of the tapes broke during normal pack opening, it was noted that the test tapes were not as strong as the control and could be readily broken by hand.

5. **Cigarette Case Overwrap**: A study is underway to compare OV changes in full cases of SP and FTB export product to assess the effect of overwrapping the case versus overwrapping the individual cartons. Foil and polypropylene carton overwraps are included.

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